

## Brand Factory launches beta BOLT and beti GAGA campaign

**National 22<sup>nd</sup> May 2017:** Brand Factory, India's leading fashion discount chain, a part of Future Lifestyle Fashion Limited presents their latest campaign called 'Beta Bolt' and 'Beti Gaga' to announce the 'Sports Super Sale' at flat 60% off on all footwear and apparel. The campaign humorously showcases the excuses and intentions that consumers make to support their plans of getting fit and healthy, while convincing them to check out the Sports Super Sale at Brand Factory.

Conceptualized and executed by Karma (Division of DDB Mudra Group) the campaign is created in two parts 'Beta Bolt' and 'Beti Gaga'. Beta Bolt spoofs fitness reasons created by a young boy, punned by naming him 'BOLT', the fastest man in the world. On the other hand, Beti Gaga satires the excuses that girls make to avoid going to the gym naming the female protagonist GAGA to resemble the party lifestyle of the popular singer Lady Gaga. The films are based on typical consumer behaviour of setting different types of resolutions but failing to implement any or postponing it many a times.

Speaking about the campaign, **Roch D'souza, CMO, Brand Factory** says, *"The campaign differentiates itself from all other sports related campaigns, as it doesn't compel the viewer to get sporty or active, instead it plays with their weaker resolutions and spurs them to at least go to the sale, whether they decide to get fit or not. Targeting all age groups the campaign talks of a customer behavior where out of all those who resolve, few fulfil it. Brand Factory communication operates in the un-conventional, youthful genre and we have tried to keep that spirit in the current campaign too"*.

Commenting on the creatives of the campaign, **Sanjay Panday, Business Partner Karma (Division of DDB Mudra Group)** says, *"The idea was to be different from the regular sportswear ads, since the objective was to position the sportswear category in the lifestyle space. Through the campaign we have tried to convince the consumers that even if they keep on postponing their fitness resolutions, they should still not miss the Sports Super Sale."*

Sports Super Sale commences on 25<sup>th</sup> of May and is up to 28<sup>th</sup> May. Consumers can avail flat 60% discount on all sports apparel and footwear at all Brand Factory outlets in the country. The campaign is live May 2017 and is extensively promoted on television, OOH and all social media platforms.

#### **Links to the campaign:**

1. **Beta BOLT** - <https://www.youtube.com/watch?v=gCbTy1PSuIo&feature=youtu.be>
2. **Beti GAGA** - <https://www.youtube.com/watch?v=3dOgaRG59HQ&feature=youtu.be>

#### **Credits:**

- **Creative agency:** Karma, Division of DDB Mudra Group
- **Account head:** Sanjay Panday, Business Partner
- **Creative head:** Vinayak Nayak, Creative Partner

#### **About Brand Factory:**

Brand Factory gives Indian consumers the promise of revolutionizing value shopping by offering the best Indian and International brands at Smart Prices. Brand Factory promises its customers, discount shopping at an undiscounted experience. The emphasis at Brand Factory is to offer customers the widest range of brands and categories possible at absolutely great prices in an ambience that befits the brand.

#### **About Future Lifestyle Fashions Ltd (FLFL)**

FLFL listed on NSE and BSE, is India's leading integrated fashion house. FLF has world class retail formats like Central and Brand factory along with a strong portfolio of brands such as Lee Cooper, John Miller, Indigo Nation, Scullers and Jealous 21 etc. For the 9months period ended Dec 31, 2016, FLF achieved a revenue of Rs. 2890 crs, with a strong growth of over 18% in 9MFY17 (primarily driven by robust same store sales growth). During this period, FLF achieved an operating margin of 9.3% resulting into net profit of Rs. 27 crs. FLF operates over 5.5 Million square feet of retail space which is the largest in the country. FLF has also made investments in various fashion companies which complement its existing offerings.

Future Group is the pioneer in the Indian retail sector and focuses on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India.

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